# BUSINESS BRANDING

## BUSINESS INFORMATION

FILL IN THE BLANKS...

BUSINESS NAME:

BUSINESS ADDRESS:

BUSINESS CONTACT NUMBER & EMAIL:

DATE:

SIGNATURE:

# BUSINESS BRANDING

## 1. BRAND PURPOSE

WHAT CAN YOUR BRAND DO TO IMPACT SOMEONE OR SOMETHING POSITIVELY? WHO OR WHAT DO YOU WANT TO HELP? WHAT CAN YOU HELP THEM WITH? IS THIS SOMETHING YOUR AUDIENCE WILL LIKE? WHAT IS SOMETHING YOU COULD DO FOR OTHERS THAT YOUR AUDIENCE WOULD LIKE?

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## 2. BRAND VISION

DEFINE YOUR BRANDS LONG-TERM VISION. WHERE DO YOU DREAM TO BE WITH YOUR BRAND? WHAT DO YOU DREAM TO ACHIEVE WITH YOUR BRAND? WHEN ARE YOU ACHIEVING THAT? DOES IT FEEL BIG & SCARY BUT GOOD, THEN WRITE IT DOWN.

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## 3. BRAND MISSION

WHAT ARE YOUR DEDICATED TO DO TO REACH YOUR BRANDS VISION? WRITE THAT DOWN.

**FOR YOUR THOUGHT PROCESS:**

WHAT TASKS NEEDS TO BE DONE EVERY? EVERY MONTH? WHERE CAN YOU BE WITHIN A YEAR?

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## 4. BRAND VALUES

WRITE DOWN WHAT YOU BELIEVE IN, WHAT YOU'RE PASSIONATE ABOUT AND WHAT YOU ARE TALKING ABOUT ALIGNED WITH YOUR BRAND. WHAT DO YOUR BRAND BELIEVE IN?

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## 5. BRAND COMPETITION

WHO ARE YOUR DIRECT COMPETITORS? WHO ARE YOUR INDIRECT COMPETITORS? WHAT GAP CAN YOU FILL? WRITE DOWN 10+ COMPETITORS.

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## 6. BRAND DIFFERENTIATOR

WHAT MAKES YOU DIFFERENT FROM YOUR COMPETITORS? WHAT DIFFERENT THAT ADDS VALUE CAN YOU DO? WHAT GAP IN THE MARKET DO YOU FIND? CAN YOU FILL THAT GAP?
**EXAMPLES:** PRICE, QUALITY, SERVICE LEVEL, DELIVERY, DESIGN, MARKETING, TYPES OF CUSTOMERS.

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## 7. BRAND POSITIONING

FILL IN THE BOLD...
TO **[YOUR TARGETED AUDIENCE]**, **[YOUR BRAND]** IS **[YOUR DIFFERENTIATING BENEFIT FOR MY CUSTOMERS]** BY **[HOW YOU ARE MAKING IT POSSIBLE]**.

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## 8. BRAND PERSONALITY

HOW DO YOU PRESENT YOURSELF? HOW DO YOU DRESS? HOW DO YOU BEHAVE AROUND PEOPLE? WHAT ARE THE CHARATERISTICS FOR YOUR BRAND?

**SINCERITY | EXCITEMENT | COMPETENCE | SOPHISTICATION | RUGGEDNESS**

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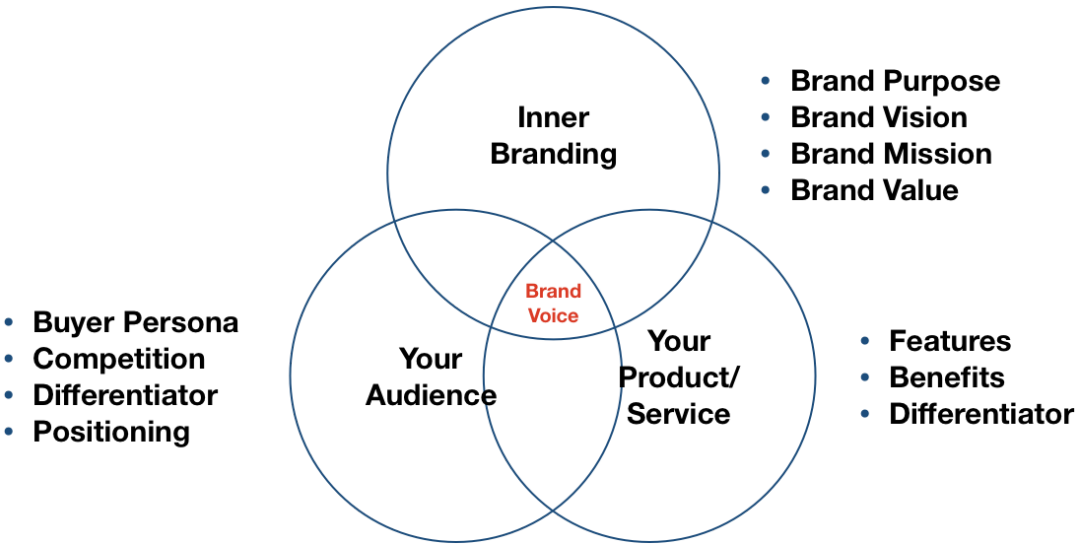
## 9. BRAND VOICE

HOW DOES YOUR BRAND TALK TO PEOPLE? HOW DOES YOUR CUSTOMER TALK TO PEOPLE? WHAT VOICE CONNECTS YOU TO YOUR AUDIENCE? WHAT ADJECTIVE WOULD YOU GIVE YOUR BRAND?




Adjectives

- Ambitious
- Artistic
- Athletic Bold
- Calm
- Caring
- Casual
- Direct
- Dramatic
- Dynamic
- Eager
- Efficient
- Friendly
- Fun
- Gentle
- Glamorous
- Graceful
- Hip
- Hilarious
- Innovative
- Inspiring
- Modern
- Natural
- Playful
- Quirky
- Rebellious
- Relaxing
- Reliable
- Romantic
- Secure
- Sensitive
- Serious
- Silly
- Smart
- Strong
- Trustworthy
- Unconventional
- Wild
- Youthful

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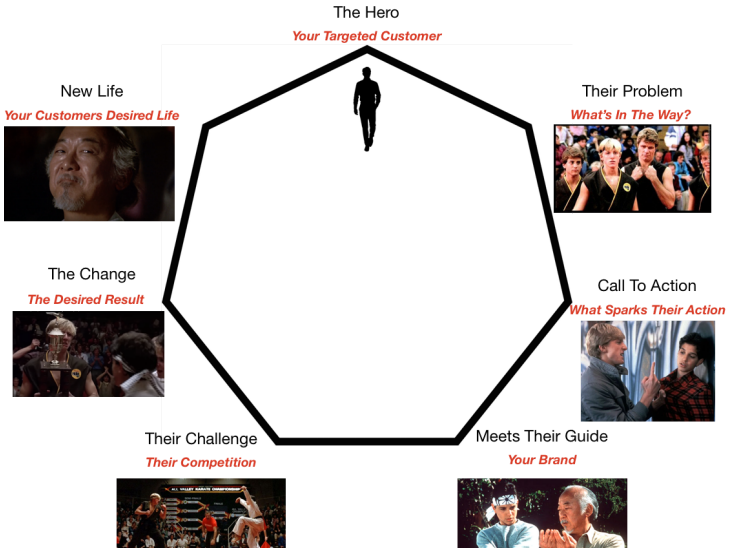
## 10. BRAND STORY

WHO'S YOUR TARGETED CUSTOMER? WHAT'S THEIR PROBLEM? WHAT MAKES THEM TAKE ACTION? WHO IS GONNA GUIDE THEM? HOW ARE YOU HELPING THEM WITH THEIR CHALLENGE? WHAT IS THE DESIRED RESULT YOUR TARGETED CUSTOMER WANT TO SEE? HOW IS THE LIFE OF YOUR CUSTOMER LOOKING LIKE AFTER?



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## II. BRAND NAME

START LOOKING FOR SYNONYMS WITHIN YOUR INDUSTRY & THE PRODUCT/SERVICES YOU ARE SELLING. PLAY WITH WORDS. MAKE IT FUTURE PROOF. MAKE IT EASY TO REMEMBER, SPELL, TYPE & SAY. SEE IF IT'S AVAILABLE ONLINE (WEBSITE & SOCIAL MEDIA). MAKE SURE YOU LIKE IT & ASK YOUR FRIENDS IF IT IS A NAME THEY LIKE & UNDERSTAND.

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## 12. BRAND TAGLINE

START WRITING WHAT YOU DO & STAND FOR IN DIFFERENT SENTENCES. TRIM THOSE DOWN TO MEMBRABLE & RELATABLE TAGLINES THAT CONNECTS TO YOUR TARGETED CUSTOMER. PICK THE ONE THAT REFLECTS YOUR BRAND, CUSTOMERS, PRODUTCS/SERVICES THE BEST.

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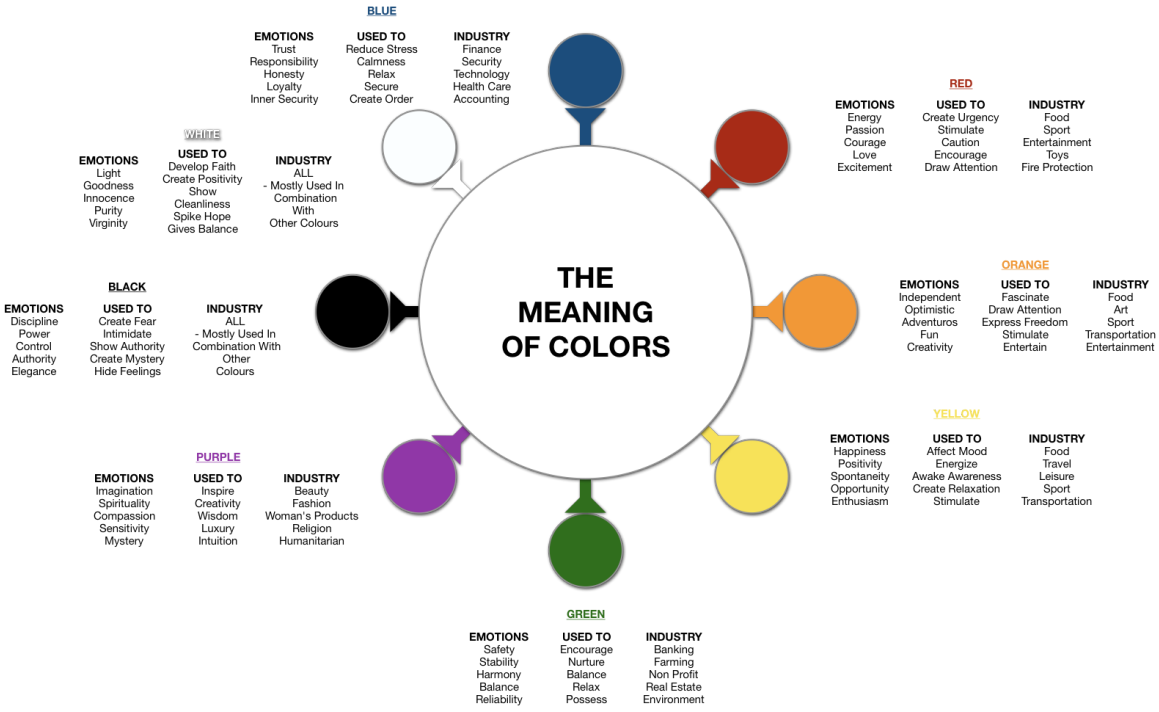
## 13. BRAND COLORS

WHAT COLOR/S REPRESENT & REFLECTS YOUR BRANDS INDUSTRY, EMOTION & WHAT YOU DO - THE BEST? WRITE YOUR THOUGHTS & CHOOSE COLORS. BASE, ACCENT & NEUTRAL COLOR.



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## 14. BRAND FONTS

WHAT FONT STYLE DO YOU WANT TO USE FOR YOUR LOGO, BODY COPY, HEADLINE & ACCENT TEXT? WRITE THOSE DOWN & START WORKING WITH THEM DIGITALLY & IN PRINT.

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## 15. BRAND LOGO

WHAT TYPE OF LOGO DO YOU WANT TO CREATE? THE ICON, THE WORDMARK, THE LETTERMARK, THE COMBINATION, THE EMBLEM? WHAT COLORS ARE YOU GOING TO USE? WHAT FONTS ARE YOU GOING TO USE? **PRO TIP:** MAKE SURE YOUR LOGO IS OF SIMPLE DESIGN SO PEOPLE CAN REMEMBER IT EASY. MAKE SURE IT'S VERSATILE SO YOU CAN USE IT DIGITALLY & IN PRINT FOR DIFFERENT MARKETING CAMPAIGNS, PRODUCT BRANDING, PACKAGING BRANDING ETC.

The Icon

The Wordmark

The Lettermark

The Combination

The Emblem